



## PRESS RELEASE

### **SMARTRAC introduces TI Tag-it™ HF-I Plus PRELAM® to the market**

Amsterdam, January 26, 2010 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, broadens its product portfolio with the new TI Tag-it™ HF-I Plus PRELAM®. With the first orders already delivered, the new products are geared towards satisfying the growing demand for ISO plastic card PRELAM® products using Texas Instruments' Tag-IT™ HF-I Plus Chip.

Due to SMARTRAC's in-house chip packaging capabilities, the IC and the capacitor are seamlessly integrated into the card PRELAM® ensuring the highest transponder performance. Card manufacturers benefit from a fully-fledged card PRELAM® that can be processed directly without any need for additional processes or changes to their current manufacturing processes.

SMARTRAC passive TI Tag-it™ HF-I Plus PRELAM® products are manufactured using the company's proprietary patented wire-embedding technology and fulfill the highest requirements regarding reliability, durability and mechanical robustness and are designed for the particular requirements of card specifications.

With the new SMARTRAC TI Tag-it™ HF-I Plus PRELAM® it is possible to easily produce ISO plastic cards which ideally fit into the TI system and are fully compatible to other TI-based components such as RFID labels. This allows end-users to use both RFID cards and labels within the same system.

SMARTRAC's TI Tag-it™ HF-I Plus PRELAM® is manufactured entirely out of 100% PVC which differentiates it from other Tag-it™ inlay products currently available to the market. Use of 100% PVC makes additional time-consuming steps obsolete compared to conventional Tag-it™ HF-I Plus Inlays which are made from PET and therefore need additional processing before the inlay is turned into a final ISO plastic card product.

Suited for applications such as access control systems in the hotel and catering industry, the standard ISO card-sized products are not only available in pure PVC but also in Polycarbonate and PET-G. SMARTRAC passive TI Tag-it™ HF-I Plus PRELAM® products operate in the 13.56 MHz (HF) operating frequency and comply with the ISO /IEC 15693 and ISO/IEC 18000-3 global standards.

#### **About SMARTRAC N.V.**

SMARTRAC is a leading manufacturer and supplier of RFID (Radio Frequency Identification) components for a broad bandwidth of applications in all current frequency standards. The company produces ready-made as well as customized transponders for public transport, access control, animal identification, industry and logistics.

SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated, contactless chips (ePassports), contactless credit cards (ePayment) as well as for RFID transponders for public transportation applications and car immobilizers. SMARTRAC was



founded in 2000 and since going public in July 2006 has been trading as a stock corporation under Dutch law with its registered headquarters in Amsterdam. The company currently employs some 2.600 employees and maintains a global research and development, production and sales network.

\* PRELAM is a trademark or a registered trademark of SMARTRAC. PRELAM® stands for pre-laminated. This means that the single layers are fused together under pressure and high temperature in special lamination press machinery after the electronic parts have been embedded into the carrier material and assembled. This pre-laminated or PRELAM® structure is ideal for making pre-printed cards with many security features using standard card production processes.



**If you have any questions, please contact:**

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**Forward-looking statements**

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